

Please amend the present application as follows:

Specification

The following is a marked-up version of the specification with the language that is underlined (“___”) being added and the language that contains strikethrough (“—”) being deleted:

Please amend the paragraph starting on p. 5, line 1 as follows:

Once the content packet is constructed, the advertiser sends the content packet to one or more consumers via e-mail, Internet Printing, etc. Prior to the arrival of the content packet, the consumer has installed an e-mail application or an Internet-enabled printer. As part of the installation process, the consumer determined whether to receive messages from unknown parties (junk mail advertisers) and under what conditions those messages should be viewed, played and/or printed. As part of the options available to the consumer, the consumer decided that a page of material was worth \$0.10 of his time to read, and \$0.25 of his time and resources to print and then read. The content packet may also contain choices and means for designating a form of payment desired, such as crediting the consumer's bank account or printing credit or redemption slips on the consumer's printer:

Please amend the paragraph starting on p. 6, line 9 as follows:

The advertiser's bank then transfers funds to the consumer's bank account. In one implementation, the advertiser's bank (or the consumer's bank) notifies the consumer when this transaction has been completed. If the consumer does not receive such a confirmation within a pre-specified time period, ~~the~~ a notification message is displayed to the consumer.

Please amend the paragraph starting on p. 9, line 15 as follows:

The content packet 114 also includes a display value 122 and a print value 124. The display value 122 is an amount, in monetary units or credits, that the advertiser is willing to pay a consumer for playing or displaying the content message 116. The print value 124 is an amount, in monetary units or credits, that the advertiser is willing to pay a consumer for printing the content message 116. Finishing instructions 126 are included in the content packet and are rules set ~~for the~~ by the advertiser. A consumer must satisfy these rules before the consumer is entitled to receive the value identified in the content packet 114. For instance, the advertiser may require that the content message 116 be printed in color before the print value 124 is transferred to the consumer. Any finishing details required by the advertiser may be included in the finishing instructions 126.

Please amend the paragraph starting on p. 11, line 3 as follows:

A rules module 156 is also stored in the memory 138. The rules module 156 contains a first value 158 ("Value 1") that identifies an amount required of a sender to render the content message 116' in a first way, such as displaying the content message 116'. The rules module 156 also contains a second value 160 ("Value 2") that identifies an amount required of a sender to render the content message 116' in a second way, such as printing the content message 116'. The rules module 156 also includes a sender field 162 and a type field 164. The sender field 162 identifies only those senders from which the consumer computer 130 will accept unsolicited content packets 114'. The sender field 162 may be set to include all content packets 114' delivered to the consumer computer 130. The type field 164 identifies specific types of content packets 114' that will be accepted by the consumer computer 130. For example, the type field 164 may indicate that only content packets 114' that include a valuable coupon are accepted as the content message 116'.

Please amend the paragraph starting on p. 12, line 22 as follows:

The memory 212 also ~~stored~~ stores an e-mail program 236 that controls the receipt and transmission of e-mail messages, including those that include content packets 214. A confirmation module 238 ~~module~~ stored in the memory 212 is configured to verify that a content message 216 was printed from the printer 200. The memory also includes a notice module 240 configured to send a notification to the advertiser (or other sender) or to the bank account of the advertiser (or other sender) that the content message 216 has successfully printed from the printer 200.

Please amend the paragraph starting on p. 13, line 17 as follows:

At step 300, the e-mail module 106 of the advertiser server 102 assembles the content packet 114. A content message 116 that contains an advertisement message or some other content to be distributed ~~in~~ is included in the content packet. The content message 116 may be previously stored in the memory 112 or it may be retrieved from another source. A message identifier 118 that uniquely corresponds with the content message 116 is stored in the content packet 114. The message identifier 118 is used in communications with consumers and banks to identify the content message 116 that is to be or has been rendered.

Please amend the paragraph starting on p. 17, line 20 as follows:

If the rendering was successful ("Yes" branch, step 418), then the certification module 144 formulates a certificate at step 422. The certificate reflects that the content message 116' corresponding to the message ~~id~~ identifier 118' has been successfully rendered and that a certain rendering amount is owed to the consumer. The certificate also contains bank account information for a consumer bank account. The certificate is sent to the advertiser bank 146 at

step 426. The advertiser bank then transfers the appropriate funds from the advertiser's account to the consumer's account.